



Local First Mansfield: 2011 Holiday Campaign

Info for participating businesses

Who, what, when, where, how:

The [Town of Mansfield](#) and the [Mansfield Downtown Partnership](#) have put together a pilot program for a “buy local” initiative entitled “Local First Mansfield.” Open to businesses whose owners live in Mansfield or within 75 miles of town, the program will increase awareness within the community of our many and varied businesses. The main message for residents is to consider locally-owned businesses first as they do their shopping this holiday season (Saturday, November 26 – Saturday, December 31).

How to sign up:

- Simply [email](#) or call the Partnership office (860.429.2740). There is no fee to participate.

We provide:

- Business listed on [website](#)
- Business announced on [blog](#)
- 2 Posters for business location
- Jar and sign-up slips for customers (see “Customer incentive” below)
- Use of Local First Mansfield logo on website or other, as desired (sent by email only)
- Press releases, [Q-Notify](#), [Town](#) and [Partnership](#) websites, Partnership [facebook](#) page, [blog](#)

How to participate:

- Post Local First Mansfield posters in prominent location (e.g. window, cash register)
- Promote Local First Mansfield via business’ website, facebook, other media
- Provide info for posting on [Local First Mansfield blog](#) (e.g. sales, specials)
- Invite customers to enter into drawing for prizes from participating businesses
- Provide a prize for the drawing – we will advertise your donation through the blog, et al
- Inform your customers of program through your own regular communications

Customer incentive:

- Customers who patronize your business may enter their name into a drawing for prizes donated by participating businesses (we will provide jars and slips)
- At the end of December, we will collect the jars of completed slips
 - The drawing will be held in January

